

2ND RESEARCH COLLOQUIUM ON TOURISM & HOSPITALITY

JULY 5, 2020



ORGANIZED BY: DEPARTMENT OF TOURISM
KULLIAH OF LANGUAGES & MANAGEMENT
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA, PAGOH EDU HUB

CONTENTS

COMMITTEE MEMBERS	3
INVITED PANELS	4
PROGRAM TENTATIVE	5
1. THE PERCEPTION OF TOURIST ON THE TURTLE CONSERVATION IN MALACCA	6
2. PERCEPTION OF OLD SHOP HOUSES OWNERS AND COMMUNITY ATTACHMENT TOWARDS THE CONSERVATION OF OLD SHOP HOUSES IN MUAR TOWN, JOHOR	7
3. THE PUBLIC AWARENESS ON HERITAGE BUILDING PRESERVATION IN MUAR TOWN, JOHOR, MALAYSIA	8
4. RESIDENTS' PERCEPTION ON THE COMMERCIALIZATION OF TURTLE CONSERVATION CENTRE IN MELAKA	9
5. INFLUENCE OF TRAVEL AND TOUR WEBSITE ON TOURIST BEHAVIOUR TO DETERMINE DESTINATION IN MALAYSIA AMONG IIUM STUDENTS IN PAGOH, JOHOR.	10
6. SUSTAINABLE TOURISM DEVELOPMENT IN MUAR	11
7. EXPLORING THE POTENTIAL OF RENDANG AS LOCAL FOOD HERITAGE OF NEGERI SEMBILAN	12
8. THE ACCEPTANCE OF SATAY INNOVATION FOR DOMESTIC TOURISM	13
9. JOB BURNOUT AMONG EMPLOYEES IN FOOD AND BEVERAGE INDUSTRY IN KLANG VALLEY	14
10. FILM INDUCED TOURISM: PUSH AND PULL MOTIVATION FACTORS OF LOCAL YOUNG TRAVELERS TO VISIT FILM LOCATIONS IN MALAYSIA	15
11. THE POTENTIAL OF DEVELOPING HERITAGE BASED TOURISM IN KLUANG, JOHOR: SWOT ANALYSIS	16
12. TOURISTS PERCEPTION AND SATISFACTION TOWARDS LOCAL FOODS IN MUAR, JOHOR	17
13. TOURISTS' EXPERIENCE ON DESTINATION LOYALTY: A CASE STUDY OF ISLAMIC ARCHITECTURE IN KUALA TERENGGANU	18
14. DETERMINING OF TOURISTS' EXPERIENCE REVISIT INTENTION TO ARCHITECTURAL MOSQUES IN KUALA LUMPUR	19
15. THE INFLUENCE OF TOURIST EXPERIENCE ON DESTINATION LOYALTY TO ISLAMIC ARCHITECTURAL SITES IN PUTRAJAYA	20

COMMITTEE MEMBERS

PROGRAMME ADVISOR

Dr. MAZNI SAAD

PROGRAMME MANAGER

MUHAMMAD SHARUL HIDAYAH JAMALUDDIN

ASSISTANT PROGRAMME MANAGER

NUR ZAFIRAH MD BALIYA

FARRAH NOORSYAFIQAH RAMLI

NURUL HASSANAH HAMIDI

SECRETARY

BAIDURI ZAIYANNA MOHD FARUDZ

MODERATOR

AINA RASYIDAH BINTI ADNAN

NUR SYAQIRA HUSNINA BINTI MOHD NOOR

SITI HAJARIAH BINTI ABDUL KHALID

INVITED PANELS

Prof. Dr NORAIN OTHMAN, UiTM, Puncak Alam

Dr. ZURAINI BINTI ALIAS, Universiti Selangor, Shah Alam

Assistant Prof. Dr. ALAA NIMER ABU, Woosong University, Korea

Dr. ZALIHA ZAINUDDIN, Universiti Malaysia Terengganu, Terengganu

Dr. AL AMIRUL EIMER, International Islamic University Malaysia, Pagoh

Madam ERNI TANIUS, Universiti Selangor, Shah Alam

PROGRAM TENTATIVE

8.30 a.m. : 1. Moderator welcome panels and presenters

2. Moderator share all the topics

8.30 a.m. : 3. Presentation 1 and Q&A

4. Presentation continues

9.45 a.m. : 5. Closing and Research Proposal Defence ends

RESIDENTS' PERCEPTION ON THE COMMERCIALIZATION OF TURTLE CONSERVATION CENTRE IN MELAKA

Syahindah Mohd Reazal* and Mazni Saad

Department of Tourism, Kulliyyah of Languages and Management, International Islamic University
Malaysia, Education Hub Pagoh, KM 1, Jalan Panchor, Pagoh, 84600 Muar, Johor, Malaysia

*Corresponding author: syahindahmohdreazal@gmail.com

Abstract

Sea turtles have been recorded to have existed for more than 100 million years and they have played an important role in the sea environment as one to maintain the health of the ocean. However, due to the climate change and human activities, such as pollution and irresponsible tourism activities, their existence is on the verge of extinction. This has become a major problem and actions of preservation and conservation of sea turtles must be done in order to protect these creatures. To prevent the extinction of sea turtles, people need to be aware of the importance of sea turtle conservation and the threats to the turtles. The objective of this paper is to explore the perception of the residents in Melaka about the commercialization of the turtle conservation area by understanding their knowledge about turtle conservation and their take on the commercialization of the area. To achieve the objective, interview sessions with the residents of Melaka were executed to understand more about their perception. Purposive sampling technique was used where the respondents were selected among Melaka residents. The results showed that the residents supported the idea of commercialization as it benefits the residents. However, the residents were also aware of the impacts of the commercialization towards the sea turtle conservation. This paper will be significant for the study of sea turtle conservation development in the future.

Keywords: Sea turtle conservation, residents' perception, awareness, impact